

***DEVELOPMENT OF WOMEN ENTREPRENEURS: PROBLEMS
& PROSPECTS***

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Abstract

Women entrepreneur development is essential part of human resources development. The development of women entrepreneur is very low in India especially in rural area, but in fact 49% of population in India is women. Indian economy has noticed drastic change since mid 1991, with new policies for women entrepreneurship. The emergence of women entrepreneur & their contribution to the national economy is quite visible in India

The study aims to understand the development of women entrepreneurship in India, challenges & strategic. It endeavours to study the concept of women entrepreneur, reasons for slow progress of women entrepreneur in India, To suggest the way of eliminated & reducing the hurdles & to recommend schemes for promotion & development women entrepreneurship in India

INTRODUCTION

The term Entrepreneur is derived from the French word “Entreprendre” means to undertake. The term entrepreneur may be defined as “An entrepreneur is the person who combines capital & labour for production. Women constitute the family which leads to society and nation. Economic and social development of women is the basic necessity for the development of economy. Entrepreneurship is necessary for prosperity of developed and developing countries..Contribution of men and women is essential for the development of economy. India has great entrepreneur potential. It is observed that there is increasing trend in number of women enterprise in India. Though women played important role in the society their entrepreneurial ability has not yet been understood due to lower status of women in society.

OBJECTIVES OF THE STUDY:

1. To explore the reason for boosting women entrepreneurship in India.
2. To critically examine the problem & challenging faced by women entrepreneur.
3. To study the impact of polices and assistance by the govt on women entrepreneurship.

LIMITATION:

The study includes 50 number of women entrepreneur. When they were approached their shy nature & societal constraint did not allow them to express complain of their near ones.

RESEARCH METHODOLOGY

To achieve the objective of the study data is collected through the following sources

Primary – Questionnaire and Personal Interview

Secondary- journal, magazine books& online resources

Sampling Plan:

Population – Female executive managers, properties & academician.

Sampling Design:

Simple random sampling method for selecting the sample

Sample size

($25 \times 4 = 100$) Sample size 25 female executive, 25 managers, 25 proprietors & 25 academicians

OBSERVATION:

It is very clear from the observation that women development in different states of India is in different degree.

Problems faced by women entrepreneur

-Low risk capacity because

- Scepticism of financial institution.
- Less confidence.
- Non availability of finance.
- Lack of entrepreneurial/managerial skill.
- competition from male entrepreneur
- Production problem.
- Mobility constraint.
- Lack of education & awareness.
- Gender inequality.

Following is the list of few top women entrepreneur in India-

1. Creative head of Balaji telefilms - Ekta Kapoor
2. Mahila Gruh Udyog – 7 ladies started in 1959
3. Herbal Heritage – Ms Shahnaz Hussain
4. Kiran Mazumbar – Biotechnology .
5. Lakme – Simon Tata.

RECOMMENDATION ACTION PLAN

- There should be continuous attempt to encourage and motivate women entrepreneur.
- Organise training program to develop Professional competencies.
- Vacationaltrading to be extended to women community.
- Making provision of micro credit system at local level for women entrepreneur.
- Women in business should be offered soft loan & subsidies for encouraging them in industrial activity.
- To establish all India form to discuss grievances issue & forums for filing complain.

Entrepreneurship is not the bed of roses to women. Their participation in economic activities do not reduce their family duties. Their task is more tedious & full of challenges so let's make efforts to help women rediscover herself.

REASON FOR WOMEN BECOMING WOMEN ENTREPRENEUR

1. Need for additional income.
2. Education & qualification.
3. Selfidentity & social status.
4. Support to family member.
5. Role model to others.
6. Bright future of their children.
7. Innovative thinking.
8. Government policies & procedure.

FEDERATION & ASSOCIATION

1. National alliance of young entrepreneur (NAYE)
2. India Council of women Entrepreneur, New Delhi.
3. Self employed Women Associations (SEWA)
4. Association of women entrepreneur of Karnataka (AWEK)
5. Associated country women of the world (AEWW)
6. World association of women entrepreneur (WAWWE)

Women entrepreneurship Development in leading states in India
(Source: CMIE Report 2011)

STATES	NO OF UNIT REGISTERED	NO OF WOMEN ENTREPRENEUR
Maharashtra	4339	1394
M.P	2967	842
Karnataka	3822	1026
Gujarat	3872	1538
Punjab	4791	1618
Kerla	5487	2135
U.P	7980	3180
Tamil Nadu	9618	2930
Other states& UTS	21920	5203
Total	64796	19971

RESULT & FINDINGS:

To achieve the objective of the study well structure questionnaire was administered to simple & their response on their problem was collected

Challenges& problems	No. of respondents
1. lack of education	84
2. lack of self confidence	50
3. gender inequality	88
4. lack of entrepreneur aptitude	66
5. lack of managerial ability	40
6. Problem of finance	90
7. Access to technology	70
8. Capital Management	62
9. Mobility Constraint	80
10 .Cultural constraint	82

Women entrepreneur face lots of challenges right from the beginning till the enterprise function. The problems pertain to her responsibility towards family society. In spite of several problems they manage ahead themselves in business also.

CONCLUSION & SUGGESTIONS

The government has increased the importance of women by adopting various schemes & programmes for their participation in economic activity. Women entrepreneur require support, encouragement from their family & society. Positive efforts can open new avenues for them & increase the marketability & profitability of business owned by them. If their problems are addressed properly they can emerge as a successful entrepreneur far better than man. Still a lot more in terms of motivation incentives & encouragement need to be done. The social recognition of their entrepreneurial abilities, family support, financial support by financial institution & women empowerment policies of government will go a long way in boosting their morale & instilling self confidence in them.

Women entrepreneurship must be moulded properly with entrepreneurial traits & skill to meet the changes in trends, challenges in global market & also be competent enough to sustain & strive for excellence in entrepreneurial arena

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